

# Labor 411

MAKING IT EASY TO SUPPORT GOOD JOBS

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## State of the Union

# Consumer Buying Power Can Strengthen the Middle Class

*Following the President's address, Labor 411 founder pitches plan to lift all boats*

**MEDIA AVAILABILITY: Cherri Senders is available for comment and interviews**

**Statement from Labor 411 President and Founder Cherri Senders:** “In Tuesday’s State of the Union address, President Barack Obama rightfully bragged about his administration’s accomplishments in growing our economy, creating jobs and pulling the nation out of the depths of the Great Recession. Yes, as the president said, ‘middle-class economics’ works.

However, one thing the president didn’t address was a simple path forward in which we can all help strengthen an economy that suffers from widening income and wealth gaps and serves the haves more than the have-nots.

As I’ve written [in the L.A. Daily News](#) and [the Sacramento Bee](#), our country needs to embrace a consumer-driven movement in which we put our money where our values are. If we, as a nation, start to spend our consumer dollars at businesses that offer good wages and treat their employees with respect, the impact would be immediate and far reaching. Money spent at these high-road businesses or on products made by those businesses encourages these positive policies. Those high-road businesses that receive consumer dollars could then expand and hire more employees, which would spread the wealth and raise the middle class. Consumers already take this approach when buying environmentally-friendly products. We should do the same when it comes to supporting our neighbors, families and friends.

You can’t have ‘middle-class economics’ without a strong middle class. Harnessing our consumer dollars to make a difference would do just that.”

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*Cherri Senders is publisher of Labor 411, a directory of high road employers. Labor 411’s print and online guides include more than 8,500 listings covering hotels, restaurants, retail outlets and other businesses in three of the nation’s top consumer markets: Los Angeles, San Francisco and Washington, DC. Labor 411’s new website ([www.labor411.org](http://www.labor411.org)) allows consumers to pinpoint by neighborhood where their shopping dollars can support living-wage companies and avoid retailers that do not treat their workers well.*

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